

Overview

South Hadley Falls is at the southern tip of South Hadley, and situated on the east bank of the Connecticut River at the bend by the Holyoke dam. South Hadley Falls historically was a center of trade and commerce. The Falls, as it is locally known, was the site of the first navigable canal in the United States which opened in 1795. Although the remnants of this canal remain, the canal is no longer serviceable. Capitalizing on the canal and its propitious location at the bend in the river, the Falls historically was the locus of shipping and industry in South Hadley. The balance of South Hadley has been dedicated to agriculture for most of the nineteenth and twentieth centuries and also provided the bucolic setting of Mount Holyoke College founded in 1837.

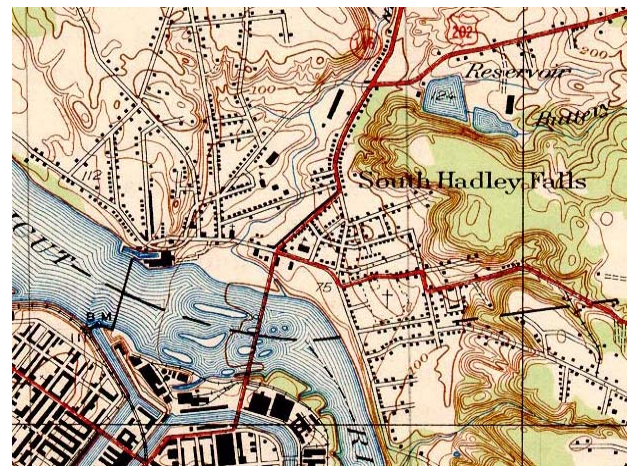
Industries in South Hadley Falls initially included the Lynch Brickyard on the west side of Lamb Street. Two paper manufacturers – the Hampshire Paper Mill and the Carew Manufacturing Company – were situated in the Falls. The Glasgow Company manufactured gingham textiles. The mills were massive buildings built along the river towering four to six stories high. These companies employed hundreds of workers and fueled the local economy. The concentration of the mills and nearby housing supported a vital business district along Main Street with a market, multi-story arcade building, a drug store, bakery, cobbler, beauty salon, telephone company, post office, café, bar and restaurant.

The South Hadley Falls Electric Light Company was founded in 1888, and became a municipal utility in 1914. The Holyoke Street Railway began in the late nineteenth century, serving both Holyoke and South Hadley for a six-mile stretch. Horse-power was replaced with electric power in 1891. Trolley service was phased out in the late 1930s and was replaced with buses. The Holyoke Street Railway ceased operations in 1977. South



South Hadley Falls, early settlement (above). Source: South Hadley Falls Historical Society <http://ark.digitalcommonwealth.org/ark:/50959/fb494q52k>

Below: 1938 USGS map of South Hadley Falls.



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Hadley Falls was left without transit service for many years until the kick-off of the Tiger Trolley operated by the Pioneer Valley Transit Authority (PVTa) in 2015.

The fortunes of industry in South Hadley Falls have been influenced by transportation, water and the economy. The country's first navigable canal at South Hadley Falls advanced settlement and commerce in the Falls. The construction of the first county bridge linking Holyoke with South Hadley Falls in 1872 became necessary since ferries could not handle the demand for travel between Holyoke and South Hadley. The bridge linking the Falls and Holyoke at Bridge Street has been upgraded several times to accommodate traffic growth. The bridge between Holyoke and the Falls, now spanning four lanes, was and is a vital link for industry and workers. The Holyoke Street Railway, mentioned earlier, housed its horses in South Hadley Falls. Trolley and bus service linked homes and work places until the car became the predominant means of transport. The construction of the Route 202 by-pass around South Hadley Falls in the 1970s enabled drivers to circumvent the Falls and drive to greener pastures in South Hadley and beyond. The Falls as a result became cut-off from the rest of Town, as well as economically isolated.

A confluence of trends adversely impacted South Hadley Falls in the last half of the twentieth century: suburbanization; rise of the interstate and individual auto ownership; and the movement of industry to the South and overseas.

South Hadley Falls is the urbanized area of South Hadley, and the balance of South Hadley's 17.7 square miles is characterized by suburban and rural development. South Hadley as a town substantially grew in population in the 1950s and 1960s. The population grew almost 50% in each of those decades. Today, population growth in the Town of South Hadley has essentially leveled. South Hadley's town-wide population growth, however, is less than the growth rate of Hampshire County overall. In the last five years, while the Town's population has grown 1.2%, however the population of the Falls has declined 3.0%.

The rise of the interstate highway marked by the 1955 Interstate Highway Act fueled a reshaping of cities and town, most notably so in the South Hadley Falls area by the Route 202 by-pass around the Falls. Although South Hadley Falls was the locus of several successful manufacturing facilities, the trends towards suburbanization, industrial location near interstate highways, and factories favoring single-story operations boded poorly for the Falls. These factors coupled with a general movement of paper and textiles to the South and overseas, weakened South Hadley Falls'

industrial base. Fibermark, Texon, Rexham all closed their South Hadley Falls operations, leaving hulking massive brick mills empty and falling down.

At the Town's request, the American Institute of Architect's Sustainable Design Assistance Team (SDAT) that visited South Hadley Falls in 2012. The SDAT then provided a compelling vision for South Hadley Falls. The vision plan motivated South Hadley Town Meeting to create the South Hadley Redevelopment Authority (SHRA) and to call for an urban renewal and redevelopment plan for the Falls in 2014.

Vision

During the public engagement processes undertaken by the SHRA and the SDAT, the vision for South Hadley Falls was developed and affirmed to be:

A canal village that capitalizes on its historic and ecological assets, increases commercial and residential density in the neighborhood, provides stronger and visual and physical accessibility to the river, and has a strong neighborhood and business association coordinating community activities and economic development."

Goals

In the spirit of the industry and ingenuity that created the Town, the South Hadley, the South Hadley Redevelopment Authority, in partnership with residents, businesses and institutions, envisions an economically revitalized and renewed Falls community that will:

1. Encourage new and support existing businesses – retail, service, commercial, technical and manufacturing – to provide jobs and economic opportunity for South Hadley Falls residents.
2. Attract new residents while it provides ever-improving housing, services and public amenities to current Falls residents.
3. Support vibrant community institutions – churches, clubs, civic organizations, our new Library, social service and educational providers.

4. Commit to South Hadley Falls historic preservation as a guiding principal.
5. Appreciate that the Connecticut River, Buttery Brook and the historic canal are under-utilized and overlooked assets of South Hadley Falls.
6. Expand and preserve the economic and social diversity of South Hadley Falls with a range of job opportunities and a variety of attractive housing options.
7. Stimulate private sector investment and utilize public funds judiciously and strategically as a catalyst for private investment.
8. Foster a healthy, safe and resilient environment in South Hadley Falls for residents, workers and visitors.
9. Serve as a source of pride and inspiration to the larger South Hadley community and surrounding communities.

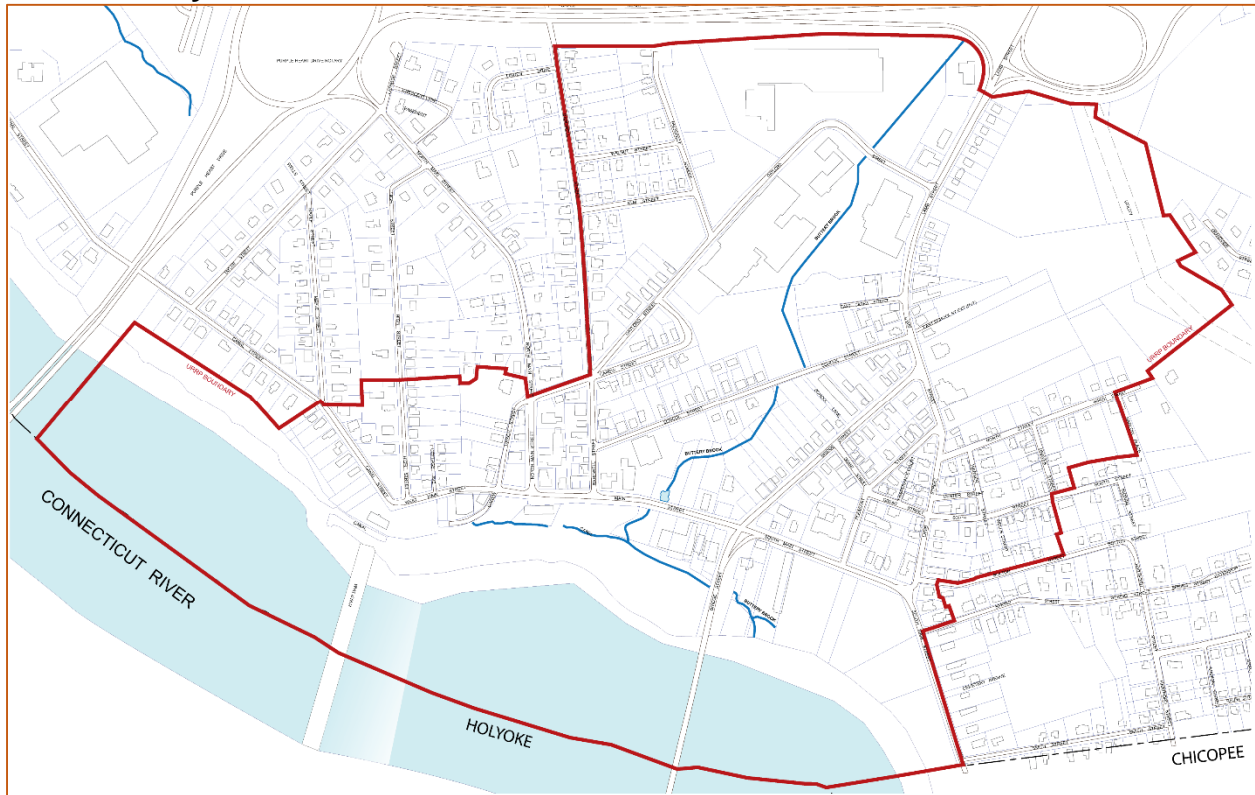
The Urban Renewal Target Area

The South Hadley Falls Urban Renewal Area consists of 258 acres concentrated in the center of South Hadley Falls along the Connecticut River from just north of the South Hadley-Chicopee town line to just south of Route 202 by Canal Street at the northern edge of the district. On the western edge is the Connecticut River and the eastern edge is varied and includes land all east of Rout 202, including the Gaylord Street area, Lamb and Bridge. The South Hadley Falls Urban Renewal Area is on the following page.

This area in South Hadley Falls has been found to have extensive areas with steep slopes, brownfields, wetlands and flood plain areas, deteriorating buildings; properties with poor maintenance, vacant buildings and sites, and underutilized commercial buildings. The South Hadley Falls Urban Renewal area qualifies under the definition of a blighted open area, and much of the area also can be found to be decadent, as defined by Chapter 121B, Section 1 of Massachusetts General Laws. The definitions of Blighted Open Area and Decadent Area are found in the blue box on pages 5 and 6.

There are 391 tax parcels in the urban renewal area, including 358 taxable parcels and 33 tax exempt parcels. The area exclusive of streets and water is 177.5 acres. There are 283 property owners in the South Hadley Falls urban renewal area. The area includes 425 buildings. The mean average parcel size is 20,735 SF, and the median parcel size is 8,450 SF.

South Hadley Falls Urban Renewal Area



Urban Renewal Eligibility Area Definitions

Blighted Open Area

An area which is detrimental to safety, health, morals, welfare or sound growth of a community because of the existence of buildings which are out of repair, physically deteriorated, unfit for human habitation, or obsolete, or in need of major maintenance or repair, or because much of the real estate in recent years has been sold or taken for non-payment of taxes or upon foreclosure of mortgages, or because buildings have been torn down and not replaced and in which under existing conditions it is improbable that the buildings will be replaced, or because of a substantial change in business or economic conditions, or because of inadequate light, air, or open space, or because of excessive land coverage, or because diversity of ownership, irregular lot sizes or obsolete street patterns make it improbable that the area will be redeveloped by the ordinary operations of private enterprise, or by reason of any combination of the foregoing conditions.

Decadent Area

An area which is detrimental to safety, health, morals, welfare or sound growth of a community because of the existence of buildings which are out of repair, physically

deteriorated, unfit for human habitation, or obsolete, or in need of major maintenance or repair, or because much of the real estate in recent years has been sold or taken for non-payment of taxes or upon foreclosure of mortgages, or because buildings have been torn down and not replaced and in which under existing conditions it is improbable that the buildings will be replaced, or because of a substantial change in business or economic conditions, or because of inadequate light, air, or open space, or because of excessive land coverage, or because diversity of ownership, irregular lot sizes or obsolete street patterns make it improbable that the area will be redeveloped by the ordinary operations of private enterprise, or by reason of any combination of the foregoing conditions.

Source: Chapter 121B, Section 1, Massachusetts General Laws

Goals and Strategies

The goals and the strategic rationale established for the renewal and redevelopment effort are highlighted in this section. Also highlighted are objectives, project and policy investments by both the public and private sectors, and some policy initiatives. Within the brackets following each action item is a cross-reference to Initiatives & Development Projects (ID) or Public Improvements (PI). The South Hadley Falls Urban Renewal & Redevelopment Plan Initiatives and Development Projects are identified in Table 2 and in Table 3 for Public Improvement Projects, which are found on page 34 and page 39, respectively.. Some activities and program advance multiple strategic goals (and hence may be mentioned more than once).

Table 1. Goals & Strategies.

I. Encourage new and support existing businesses – retail, service, commercial, technical and manufacturing – to provide jobs and economic opportunity for South Hadley Falls residents.
A. Fill vacancies (storefront and commercial space). <ol style="list-style-type: none">1. Targeted Business Recruitment Program. [ID-14]<ol style="list-style-type: none">a. Restaurants/ Cafés.b. Market/ Fresh food option (this could also be a farmers' market).c. Entertainment/ gathering-type businesses.2. Sign and Façade Program for Businesses. [ID-1]
B. Strengthen market for retail, restaurant and services in South Hadley Falls.

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1. Increase # of people coming to the Falls by adding additional attractions & amenities, e.g., bike path, walking path, recreation, expanded library services, civic life and governmental offices and services, special events such as Falls Fest.
 2. Increase # of housing units in the Falls.
 3. Increase the # of persons working in the Falls.
- C. Bring about a signature development at Main and Bridge (northeast corner) that will provide space for a restaurant/ coffee shop and other retail, service, office uses in a mixed-use building. [ID-6]
- D. Create jobs in South Hadley Falls by:
1. Supporting and strengthening existing business.
 2. Develop co-working, shared-use space and incubator facilities in South Hadley Falls. [ID-11; ID-15]
 3. Entrepreneurship: partner with Mount Holyoke College and regional economic development partners to promote and provide technical assistance and support to entrepreneurs in South Hadley Falls.
 4. Business retention and growing existing businesses.
 5. New business development.
 6. Encourage South Hadley Falls & Town employers to adopt hire local residents first policy. Encourage persons working in South Hadley to live in South Hadley, and in particular live in South Hadley Falls.
 7. Develop education & training opportunities in the Falls. [ID19 and ID26].
- E. Retain South Hadley Falls as the civic and governmental center of South Hadley.
1. Keep Town Hall & Public Safety in the Falls.
 2. Keep South Hadley Electric Light Department located in the Falls. [ID-13].
- F. Install and construct infrastructure improvements that support and strengthen the business environment and enhance South Hadley Falls' sense of place as a Canal Village.
1. Install fiber optic system through-out the Falls for high-speed internet transmission. [PI-12]
 2. Upgrade Main Street parking lot. [PI-13]
 3. Streetscape improvements and traffic calming along Main Street from Canal and Main to Lamb Street and Main. [PI-3; PI-14; PI-16]

4. Streetscape Improvements along Bridge Street from the bridge to Lamb and Bridge and continuing north to Gaylord Street. [PI-4]
 5. Wayfinding signage. [PI-19]
 6. Wi Fi hot spots throughout South Hadley Falls. [PI-29]
- G. Continue and sustain transit services by PVTa in South Hadley Falls with the Tiger Trolley. [PI-17]

II. Attract new residents while it provides ever-improving housing, services and public amenities to current Falls residents.

- A. Maintain and improve existing housing stock.
1. Housing rehabilitation home repair program targeted at South Hadley Falls homeowners and tenants. [ID-2]
 2. Code inspection program for rental housing. [ID-3]
 3. First time home-buyers program and home buyer education to encourage people to buy homes in the Falls. [ID-4]
- B. Build new housing in a variety of housing types in South Hadley Falls,
1. Encourage private owners to redevelop upper stories along Main and Bridge Street into housing using a mixed-use approach to commercial buildings.
 2. Build new housing in the 40R district, especially at Gaylord and Carew, and along Buttery Brook's new multi-use path. [ID-7]
 3. Redevelop the existing Town Hall into housing, and dedicate one unit for an artist-in-residence program. [ID-12]
- C. Include affordable housing options in redevelopment and new construction.
1. Prospective developers shall designate at least 10% of all new or substantially rehabilitated units as affordable of all new housing initiatives with eight or more units.
 2. For smaller developments, SHRA working with the Town should consider establishing an affordable housing fund for contributions in lieu of construction and dedication of affordable housing units in each new development (redevelopment).
- D. Enhance public spaces and amenities to:

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1. Focus on enhancing walkability of South Hadley Falls for all, through beautification, the addition of benches, upgrading sidewalks so that they are ADA compliant. [PI-2; PI-3; PI-4; PI-14]
2. Implement Smith Park planting and improvement plan. [PI-27]
3. Develop Buttery Brook walking path with public art and interpretation, and daylighting Buttery Brook.
 - a. Determine the feasibility and in-depth study of daylighting Buttery Brook and plan for Buttery Brook walkway and multi-use path. [PI-5]
 - b. Incrementally implement Buttery Brook walkway-multi-use plan connecting Gaylord Street development with Main Street and the Connecticut River. [PI-7]
 - c. Designated Buttery Brook in South Hadley Falls as a river with a 25 foot buffer area per the MA River Protection Act.
4. Further enhance the new Texon Riverside Park. [PI-27]
 - a. Foster walking for all ages and abilities along the riverfront.
 - b. Add interpretative signage for visitors at Riverside Park. [PI-21]
5. Improve intersections with additional amenities and traffic calming, including:
 - a. Bridge and Main Streets: Make Bridge and Main a Gateway with landscaping and design elements welcoming persons to South Hadley Falls, calm traffic and provide for bicyclist and pedestrian safety by adding appropriate crosswalks and pedestrian oases, and upgrading the intersection. [PI-1]
 - b. Main and Lamb Street – the connection to the Beachgrounds: install traffic calming measures, including crosswalks, to upgrade the intersection and to create safer access to the Beachgrounds. [PI-2]
 - c. Improve Bridge and Lamb Street intersection with traffic calming, crosswalks and traffic island enhancements. [PI-15]
6. Develop and implement a network of bicycle and multi-use paths along the Connecticut River and Buttery Brook that connect with town-wide and regional paths that are an attraction and draw to the Falls. [PI-10]
7. Public art and lighting on the Route 116 Memorial Bridge. [PI-23]
8. Develop an overall program of public art in South Hadley Falls, including public art along Main Street and Buttery Brook Path. [PI-22]

<ul style="list-style-type: none">9. Interpretative signage for riverfront amenities and outlook points. [PI-21]10. Develop a series of Wi-Fi hot spots throughout South Hadley Falls. [PI-29] <p>E. Develop an arts agenda and focus for South Hadley Falls.</p> <ul style="list-style-type: none">1. Public art and lighting on the Route 116 Memorial Bridge. [PI-23]2. Create a small outdoor amphitheater north of Main Street along Buttery Brook with grading, seating and landscape. [PI-8]3. Enhance the Route 116 Memorial Bridge connecting South Hadley and Holyoke with lighting and temporary art installations. [PI-18]
<p>III. Support vibrant community institutions – churches, clubs, civic organizations, our new Library, social service and educational providers.</p>
<ul style="list-style-type: none">A. Work with partner organizations in South Hadley Falls to support and encourage public engagement and activities in the area.B. Support and participate with the South Hadley Falls Neighborhood Association.C. Partner with the community garden advocates to develop a community garden along Buttery Brook adjacent to the planned 40R area. [PI-24]D. Support the South Hadley Food Bank operated by the United Methodist Church.E. Encourage the development of a satellite facility educational facility in South Hadley Falls by area colleges and universities, including community colleges and continuing adult education. [ID-6]F. Work with the Town and South Hadley Falls Neighborhood Association to welcome new residents of the Falls with a welcoming event on a semi-annual basis.G. Support informal networking amongst South Hadley Falls businesses and encourage the formation of a South Hadley Falls business association.
<p>IV. Commit to South Hadley Falls historic preservation as a guiding principal.</p>
<ul style="list-style-type: none">A. Institute a system of interpretative signage for historic walks. [PI-21]B. Support the nominations to the National Register of Historic Places and designation of historic districts, particularly a thematic nomination for worker-housing with the Brickyard houses on Lamb Street and the Glasgow Gingham factory housing on Cottage and High Streets.

- C. Support the development a Local Historic District along North Main Street, from Main Street west towards the Route 202 Rotary.

V. Appreciate that the Connecticut River and historic canal are under-utilized and overlooked assets of South Hadley Falls.

- A. Visually connect South Hadley Falls with the Connecticut River.
1. Create look-out points from Main Street to the Connecticut River, particularly at the confluence of Buttery Brook and the Connecticut River. [PI-8 and PI-31]
 2. Investigate the feasibility of removing the rubble piles (the rubble berm) along the Beachgrounds separating the park and the river, or otherwise enhance visual access and connections between the Beachgrounds and the Connecticut River. [PI-30]
- B. Commission a plan and feasibility study to restore and interpret the historic first navigable canal at South Hadley Falls. [PI-25]
- C. Commission an archeological study of the riverfront area, as a pre-development activity.
- D. Restore and interpret South Hadley Falls' first navigable canal. [PI-25]
- E. Explore the development of a pier north of the canal for ferry and boat launchings on the Connecticut River. [PI-26]
- F. Enhance over water connections with the Route 116 Memorial Bridge connecting South Hadley Falls and Holyoke including pedestrian and bicycle amenities and architectural lighting of the bridge. [PI-18]

VI. Expand and preserve the economic and social diversity of South Hadley Falls with a range of job opportunities and a variety of attractive housing options.

- A. Expand and preserve economic & social diversity through jobs and economic development.
1. Supporting and retaining mix of retail/service, manufacturing and public employment opportunities in South Hadley Falls
 2. Develop co-working, shared-use space and incubator facilities in South Hadley Falls. [ID-11; ID-15]
 3. Fostering entrepreneurship by partnering with Mount Holyoke College and regional economic development partners to promote and provide technical assistance and support to entrepreneurs in South Hadley Falls.

4. Retain existing businesses and support growing existing businesses.
 5. Pursue new business development.
 6. Encourage adoption of Hire South Hadley Falls and South Hadley residents first policies.
 7. Education & Training Opportunities in the Falls [ID19 and ID26].
- B. Expand and preserve economic and social diversity through a variety of attractive housing options in South Hadley Falls.
1. Maintain and improve existing housing stock.
 - a. Housing rehab/ home repair program targeted at South Hadley Falls homeowners and tenants. [ID-2]
 - b. Code inspection program for rental housing. [ID-3]
 - c. First time home-buyers program and home buyer education to encourage people to buy homes in the Falls. [ID-4]
 2. Build new housing in a variety of housing types in South Hadley Falls,
 - a. Encourage private owners to redevelop upper stories along Main and Bridge Street into housing using a mixed-use approach to commercial buildings,
 - b. Build new housing in the 40R district, especially at Gaylord and Carew, and along Buttery Brook's new multi-use path. [ID-7]
 - c. Redevelop the existing Town Hall into housing, and dedicate one unit for an artist-in-residence program. [ID-12]
 - d. Support the development of market-rate, mixed-income and affordable housing options in South Hadley Falls.
 3. Include affordable housing options in redevelopment and new construction.
 - a. Prospective developers shall designate at least 10% of all new or substantially rehabilitated units as affordable of all new housing initiatives with eight or more units.
 - b. For smaller developments, the SHRA working with the Town should consider establishing an affordable housing fund for contributions in lieu of construction and dedication of affordable housing units in each new development (redevelopment).
 - c. The SHRA affirms its commitment to fair housing and will require all working with the SHRA to commit to fair housing and fair lending policies.

VII. Stimulate private sector investment and utilize public funds judiciously and strategically as a catalyst for private investment.

SHRA working with public and private partners will use a strategic mix of public policies, incentives and public infrastructure investment, to spur quality private sector investment in the Falls. The SHRA working with partners will undertake mixed-use, residential, and commercial projects that advance the overall vision and goals of the South Hadley Falls Urban Renewal & Redevelopment Plan. These actions include:

- A. Raising the profile of South Hadley Falls as a good place for investment amongst area bankers, investors, and the development community;
- B. Utilizing public incentive and programmatic tools, including, but not limited to:
 - 1. The Massachusetts Economic Development Incentive Program, which has approved the designation of the Falls as an Economic Opportunity Area enabling use of Tax Increment Financing and other incentive tools;
 - 2. 40R Smart Growth program;
 - 3. District Improvement Financing and Chapter 23L;
 - 4. Brownfields assessment and cleanup resources;
 - 5. State and federal policy and funding programs;
- C. Encouraging the Town to adopt streamline permitting practices for key redevelopment sites;
- D. Assembling land and engage in pre-development activities as needed; and
- E. Pursuing other urban renewal and redevelopment tools and initiatives to foster high-quality investment in South Hadley Falls.

VIII. Foster a healthy, safe and resilient environment in South Hadley Falls for residents, workers and visitors.

- A. Provide traffic calming on School Street between Lamb and Bardwell. [PI-9]
- B. Implement storm water management and drainage improvements using low impact design and best management practices, including the creation of rain gardens through South Hadley Falls to enhance resiliency and healthier environment. [ID-19 and PI-9]
- C. Undertake a study reviewing traffic patterns with an aim to enhance walkability, bicycling and safe traffic flow, including a review of two-way and one-way streets.

- D. Provide for safer streets for pedestrians, bicyclists, buses, and vehicles with multi-modal transportation improvements. [PI-1; PI-2; PI-3; PI-4; PI-15; PI-16; PI-17]
- E. Designate healthy walking routes to encourage movement and recreation. [PI-32]

IX. Serve as a source of pride and inspiration to the larger South Hadley community and surrounding communities.

- A. Create a biannual or annual event designed to support pride in South Hadley Falls, inspiring local and regional residents.
- B. Maintain an informational web site that demonstrates progress, which also informs and inspires interested persons and stakeholders.
- C. Issue an Annual Report on the progress and actions of SHRA and how South Hadley Falls is changing.

THE STRATEGIC FRAMEWORK

The overall strategy for Main Street in the Falls area is to strengthen the physical environment so that it is more conducive to businesses providing local good-paying jobs. The goal is to enhance the sense that South Hadley Falls is a “Canal Village” serving neighborhood residents, as well as the broader town and nearby areas.

South Hadley Falls has been and remains the civic center of the Town of South Hadley. The Falls was once home to paper and textile mills that lined the Connecticut River. Most of the mills have disappeared through collapse, fire or most recently demolition to eliminate public safety hazards adjacent to nearby residences.

South Hadley Falls over the past few decades has been experiencing an economic malaise, and has not yet found its post-industrial economic niche since the closure of the mills. A new library overlooking the Connecticut River has been built which is fostering new activity in the Falls, and has become a beacon for renewed hope and confidence in The Falls.

The commercial area in the Falls today is dispersed along Main Street, Bridge Street and Lamb Street. At one time, the commercial area was focused on Main Street and the Bridge and Main corner. The nearby mills which once teamed with hundreds of workers provided an important customer base for the Main Street businesses in the

Falls. Today, many of these jobs are no longer. Eighty-six percent (86%) of South Hadley residents, nearly nine out of every ten, work outside of the town.

The population of the Falls (as measured by Census Tract 8211) decreased 3.0% since 2010, where the population of the Town as well as Hampshire County both increased 1.3% and 1.4%, respectively. Over 77% of the housing units in South Hadley Falls are over fifty years old, compared to 55% in Hampshire County. Very little new housing has been constructed in the Falls in the past two decades.

The Falls has good bones with a walkable scale and a mix of housing types (albeit some residential properties are in need of repair and rehabilitation). The Falls is the civic center of the Town with Town Hall, the police station, SHEL (South Hadley Electric Light Department), and the new library. The Falls, although no longer the economic powerhouse it once was, has the second largest concentration of employment in South Hadley (following the Center where Mount Holyoke College, South Hadley's largest employer is situated).

An untapped Falls asset is its rich ecological and open space resources along the Connecticut River and Buttery Brook. There is renewed interest in the outdoors experience and waterways are considered an amenity. South Hadley Falls is a canal village rich in history. It is the site of the first navigable canal built in 1795, a national historic landmark. The revitalization of South Hadley Falls requires building upon the Falls' significant ecological, open space and historic assets.

The United States has largely become a post-industrial service economy. This transformation has had dramatic impacts on South Hadley Falls. Another transition is underway from an economy focused on consumer goods to an "experience economy." The experience economy focuses on persons' consuming memorable experiences and social environments in lieu of purchasing consumer goods and products which can now be readily purchased online, or in a venue offering experience.ⁱ Restaurants and gathering places today are important parts of commercial districts. South Hadley Fall's assets – the Connecticut River, open space, the undiscovered Buttery Brook, historic houses and properties, and the Library, are the building blocks for the Falls' renewal as a walkable Canal Village.

Another key asset is South Hadley's dependable source of electric power and highly competitive electric rates. The SHEL plans to extend fiber-optic for high speed internet communications will strengthen the competitive business landscape for South

Hadley Falls. Although manufacturing is a shadow of its former strength in the Falls, manufacturing businesses, such as E-ink, Mohawk Paper, and Tech-Fab are important local employers. In addition, some space in the former Rexham building complex houses a start-up in advanced materials, which could be a seed for an advance materials co-work/ innovation center.

The overall strategy for the renewal of South Hadley Falls is predicated on:

- Creating a stronger sense of place in the Falls;
- Retaining a strong civic presence and services in the Falls;
- Building on the Connecticut River and Buttery Brook as amenities and draws;
- Increasing the walkability and connectivity in the Falls;
- Strengthening the local economy through business retention, innovation, and business recruitment and mixed-use development;
- Preserving and highlighting historic assets;
- Improving and diversifying the housing options for a range of family and household types and incomes in the Falls;
- Partnering with the public and private sector – individuals, neighborhood association, local and regional nonprofits, local, state and federal government and business to bring about new investment, redevelopment and revitalization of South Hadley Falls;
- Quality – the urban renewal and redevelopment of South Hadley Falls needs to reflect quality and 21st century standards to become competitive again and become the walkable Canal Village desired by the Town;
- Implementation – the South Hadley Redevelopment Authority working with partners is focused on implementing projects to bring about the desired change, and seeks to undertake small and large projects so that residents and townspeople can recognize that revitalization of the Falls is underway.

Design Principles

The South Hadley Falls Urban Renewal Plan calls for high-quality design and development for all new projects and major renovations to further advance revitalization and the goals of this plan. The design principles guiding the urban renewal and redevelopment plan are:

- Promote walkways and pedestrian activity;
- Scale and massing compatible with adjacent buildings;
- Apply sign and façade guideline;

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- Building design and materials which respect architectural heritage and traditions; and
- Mixed Uses – Residential and/or Office above first floor on major streets (primarily Main and Bridge Streets).

Main Street Strategy and Action Steps

- To initiate a sign and façade program to assist local businesses. [ID-1]
- To develop a system of streetscape improvements, including traffic calming along Main Street.[PI-3]
- To implement the Smith Park planting and beautification plan. [PI-27]
- Upgrade parking areas, adding signage, enhancing resiliency, and paving. [PI-13]
- To make physical infrastructure improvements to enhance the gateway and sense of arrival in South Hadley Falls along with walkability improvements, including the construction of intersection improvements with better pedestrian crossings. [PI-1]
- To generally clean-up and upgrade of all four corners at Bridge and Main Street. [ID-6; ID-20]
- To redevelop Bridge & Main Street with a major mixed-use development and enhancements at all corners. [ID-6]
- The Redevelopment Authority will work with the property owners to assemble a redevelopment parcel at the northwest corner of Bridge and Main, for a multi-story mixed-use development with rear parking. Prospective future uses could include a restaurant and a fresh foods market. [ID-6]
- To design and build a small outdoor amphitheater along Buttery Brook near Main Street that can be an event-space. [PI-8]
- To daylight Buttery Brook west of Main Street. [PI-5; PI-6]
- To provide infrastructure enhancements to support business development and recruit new businesses. [PI-12; PI-13; PI-29; ID-15; ID-11; PI-3;PI-4]
- To fill existing first floor vacancies. [ID-14]
- To work with property owners on increasing utilization of upper stories, where appropriate. [ID-25]
- To enhance the landscape elements and pocket parks through the partnership with the Conway School of Design and the formation of a youth job training program on landscape.[PI-27 AND ID-19]
- To redevelop the SHELD property, with perhaps a restaurant in the SHELD office building. [ID-17]
- To install high-speed fiber optic lines. [PI-12]
- To develop a system of Wi-Fi hot spots along Main Street. [PI-29]

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- To advocate for liquor licenses for South Hadley Falls to support the development of restaurants in the Falls.

Challenges:

- Vacant and underutilized properties.
- Many buildings are poorly maintained and some are condemned, reducing property values.
- Retail uses are scattered with significant space and distance between retail uses. This makes Main Street unconducive for retail and shopping.
- Traffic.
- Brownfields and contaminated properties.
- Lack of street edge and placemaking amenities.
- Major intersection, Bridge and Main, suffers from nearby poorly maintained properties, vacancies, creating an initial impression of malaise and neglect. It lacks a welcoming appearance.
- Buttery Brook is encapsulated and has precluded development for a 400 foot swath in the center of the district, creating a landscape that is unkempt and overgrown.
- The Connecticut River, one of South Hadley Falls' greatest assets, is invisible from Main Street which runs parallel and along the Connecticut River.

Views of Main Street Area

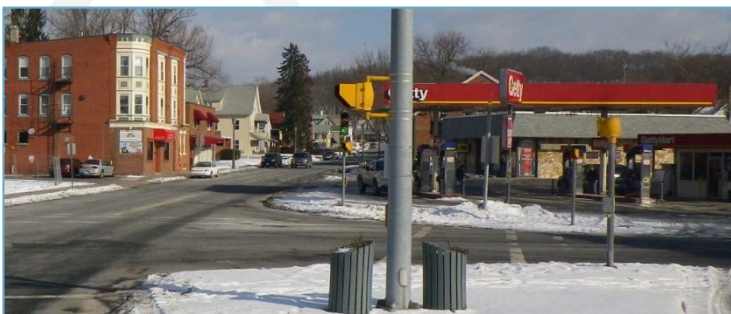




View of Buttery Brook area along Main Street looking northerly.



Views of Bridge and Main Streets looking east from the Route 116 Memorial Bridge approach.



The Library Area Strategy and Action Steps

- To redevelop the Fibermark site into new housing. [ID-8]
- To retain businesses in the Glasgow Mill building (now the Tech Fab building at 1 West Main Street), and foster additional mixed-use development and co-working space at this location. [ID-11]
- To upgrade street lighting in the Library Area, to the entry of Riverside Park, and light the walkways along Main Street. [PI-3]
- To build continuous sidewalks along both sides of Canal and Main Streets to better connect the Library Area with Main Street. [PI-3]
- To incorporate landscape enhancements and rain gardens for better drainage and resiliency. [PI-27 and PI-10, id-19]
- To install high-speed fiber optic lines. [PI-12]
- To support the Library as a center of community life in South Hadley and the Falls.
- To redevelop the northwest corner of Carew and Main Street into housing. [ID-10].
- To design, fabricate and install interpretative signage for historic walks, and interpretation of historic and natural phenomena. [PI-19, PI-20]

CHALLENGES:

- Steep slopes.
- Open rock and ledge area.
- Demolished buildings/ structures have left vacant lots awaiting new construction.
- Small lot sizes and some lots do not have street front access.
- Condemned properties.
- Some nearby residential properties suffer from low and no maintenance.
- Limited river front access.

ASSETS:

- New South Hadley Library
- Only visual access and sight line of the Connecticut River
- Historic properties and houses.

Images of the Library Area



The new library today.



West Main and Canal Street prior to the new library (above).



Former mill building now condemned on West Main Street (left).



The Fibermark building site before demolition (above).
The Fibermark site awaiting new development (below).



The Gaylord Street Area Strategy and Action Steps

- To create a business incubator to support new and growing businesses. [ID-15]
- To retain and recruit businesses to fill the existing commercial office and industrial space on Gaylord Street. [ID-14]
- To support easy access for small businesses to the “tradesman area” on East Carew Street.
- To demolish Mill #6. [ID-16]
- To undertake a brownfields assessment and clean-up (as needed) of the Mill # 6 area. [ID-16]
- To create a new development site at the former Mill # 6 site. [ID-16]
- To install high-speed fiber optic lines. [PI-12]
- To enhance connectivity between Gaylord Street and Main Street with a multi-use path along Buttery Brook. [PI-6; PI-7; PI-8]
- To relocate SHELDT facilities – office and operations in the Gaylord Street area. [ID-13]
- To upgrade sidewalk connectivity on both sides of Gaylord Street. [PI-33]
- To upgrade drainage along Gaylord Street. [PI-10]

CHALLENGES:

- Extensive vacant and under-utilized industrial properties
- Brownfields and properties with Activity Use Limitations
- Aging industrial properties that are not easily retrofitted for twenty-first century uses.
- Large flood plain area of Buttery Brook adds expense to redevelopment and repurposing.
- Major property owner in receivership.
- Wetlands and poor drainage affect area.

Gaylord Street Area



One of the older industrial buildings on Gaylord Street.



Aerial view of Gaylord Street industrial area.
Source: Google Earth.

The Falls Residential Neighborhoods Strategy & Action Steps

- To establish and operate a home repair low-interest loan program. [ID-2]
- To establish a first-time home buyers program (program and incentives). [ID-4]
- To improve code enforcement to assure all housing meets basic health, sanitary and building codes. [ID-3]
- To foster in-fill development with new housing, with a variety of types, tenure and affordability, throughout the Falls. [ID-5; ID-7; ID-8; ID-9; ID-10; ID-11; ID-12 and ID-25]
- To maintain and expand network of sidewalks and crosswalks, so that sidewalks within the Falls area are on both sides of the street to ensure walkability and safety. [PI-1; PI-2; PI-3, PI-4; PI-7; PI-9; PI-11; PI-33; PI-14; PI-16; PI-33]
- To encourage and support energy conservation and weatherization measures. [ID-2]
- To assess the system of one-way streets as to safety. [PI-33]
- To upgrade the storm drainage system, as needed, for better drainage and resiliency using best management practices (natural approaches, such as swales and rain gardens), and structured storm water management, where required. [PI-10]
- To work with residents to enhance the landscape using xeriscaping and drawing upon the youth landscape training program. [ID-19]
- To designate and prepare nominations for historic district designations in the residential areas, including a portion of North Main and High Streets, and the Glasgow Mill worker housing and the Brickyard worker housing. [ID-27]
- To support and encourage the historic walking paths with interpretative signage. [PI-20 and PI-32]
- To support mixed-use development along the riverfront which includes upper-story residential may encompass the auto body shop plus area across from Egg & I). [ID-18]

CHALLENGES:

- Absentee landlords
- Poor maintenance and property neglect
- Shortage of neighborhood parking in places where there has been an increase in multi-family housing (conversion from single family to multi-family) meaning more cars. Vehicular traffic has increased with lack of jobs and essential retail services, such as fresh food in the Falls.
- Aging housing stock.
- Some residential properties are condemned and others have become bank-owned.
- Residential streets need to accommodate cars, bicycles, pedestrians and storm water management.
- Poor drainage afflicts many residential areas. Many tenants complain about water infiltration to the Board of Health.
- High speed traffic on major streets makes it difficult for residents of all ages to access open space and parks.

ASSETS:

- Affordable housing stock
- Historic homes from a variety of eras
- Neighborhood Association
- Healthy community institutions, e.g., churches
- 40R district



The former Glasgow Mill worker housing, now homes of South Hadley Falls residents along High Street.

Housing rehabilitation and home repair programs could benefit homes in South Hadley Falls.



Water: The Connecticut River and Buttery Brook

- To plan for and build a multi-use path along the Connecticut River connecting with the larger Town and regional network of multi-use paths. [PI-11]
- To slow speeding traffic and enable safer pedestrian access to the Beachgrounds Park and the Connecticut River by upgrading the intersection with traffic calming measures and crosswalks at Lamb and Main Street that is pedestrian and bicyclist friendly. [PI-2]
- To continue the improvements and enhancements of open space, particularly in Texon Riverside Park, including interpretative signage. [PI-21]
- To add additional amenities to Texon Riverside Park. [PI-28]
- To daylight Buttery Brook west of Main Street and develop a look-out access point from Main Street. [PI-6; PI-31]
- To develop a Buttery Brook multi-modal path connecting Main Street through to Gaylord; [PI-7]
- To undertake a daylighting study of Buttery Brook and incrementally daylight Buttery Brook as appropriate. [PI-5]
- To develop a community garden along Buttery Brook adjacent to the planned 40R housing area in the Gaylord Street area. [PI-24]
- To install lighting along the Route 116 Bridge, including temporary art or architectural lighting. [PI-18]
- To develop, design, fabricate and install a program of historic and environmental interpretative signage and wayfinding. [PI-19, PI-20 and PI-21]
- To upgrade and enhance the parking and walking areas at the Beachgrounds Park, and to consider removal of the rubble piles from the riverfront, and re-seed and re-grade, as needed. [PI-30 and PI-34]
- To develop a plan for the further restoration and interpretation of the historic South Hadley Canal. [PI-25]
- To undertake an archeological study along the riverfront area. [PI-5]
- To develop riverfront recreation opportunities, including a pier north of the canal for ferry/boat launching. [PI-26]
- To create a small outdoor amphitheater along Buttery Brook and its proposed multi-use path, near Main Street. [PI-8]
- To create and install public art installations along Main Street, the Buttery Brook Multi-use Path, and the Route 116 bridge where public art becomes an integral part of the landscape. [P-22, P-23]

CHALLENGES:

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- Lack of visibility and access to the Connecticut River.
- Steep slopes and steep banks
- Potential for flooding
- Potential degradation of Buttery Brook from years of historic dumping in the river
- Encapsulated Buttery Brook creates an unkempt and neglected barrier that cuts a large swath through the center of South Hadley Falls dividing the community.
- River bank has trash and overgrowth from neglect.

Just as the Connecticut River with the first navigable canal powered the growth of South Hadley Falls, the river and its ecological riches today can be the asset that underpins the rediscovery and renewal of South Hadley Falls in the twenty-first century.

The Connecticut River at South Hadley Falls





The Holyoke Dam on the
Connecticut River



Buttery Brook Area in South Hadley Falls

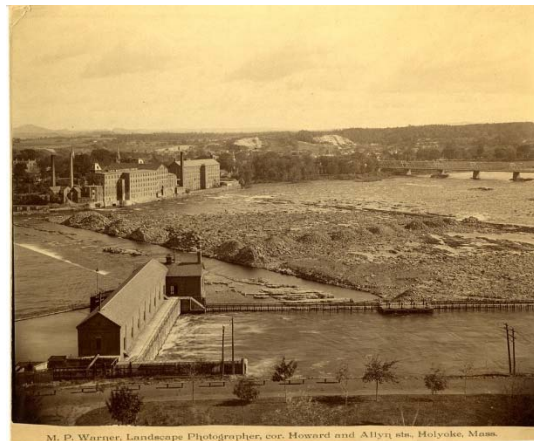


South Hadley Falls Urban Renewal District-wide Overall Action Steps

- To install high-speed fiber optic through South Hadley Falls.[PI-12]
- To strengthen connectivity and walkability using a complete streets approach through the Village with sidewalks and crosswalks. [PI-14; PI-1; PI-2; PI-3; PI-4]
- To incorporate public art (temporary and permanent) in revitalization and redevelopment. PI-22; PI-23]
- To continue and sustain transit service in the Falls. [PI-17]
- To design and erect a wayfinding system. [PI-19]
- To upgrade the intersection of Lamb and Bridge. [PI-15]
- To add traffic calming to School Street. [PI-16]
- To foster and support entrepreneurship. [ID-21]
- To retain businesses in the Falls and to support existing and growing businesses; [ID-22]
- To encourage local employers to adopt local hiring policies, including hiring South Hadley Falls and South Hadley residents first, and to encourage employees to live in South Hadley and particularly South Hadley Falls. [ID-23]
- To support and encourage the development of educational and training opportunities in South Hadley Falls [ID-24]
- To encourage area colleges and universities to offer classes and educational opportunities in South Hadley Falls [ID-26]
- To support nomination and listing of South Hadley's historic properties to the National Register of Historic Places [ID-27].



SOUTH HADLEY FALLS—A VIEW FROM THE BRIDGE.



M. P. Warner, Landscape Photographer, cor. Howard and Albany sts. Holyoke, Mass.

Historic view of South Hadley Falls from the Bridge (left). Source: Diane LaRoche.
Historic view of South Hadley Falls from Holyoke (right).
Source: <https://www.digitalcommonwealth.org/search/commonwealth:fb494q52k>.

Financing

The implementation of the South Hadley Falls Urban Redevelopment and Renewal Plan will require significant financial resources. This is a twenty-year plan of action. Public resources will be required to create the environment that is more attractive to private investment in South Hadley Falls. The South Hadley Redevelopment is very appreciative of the continuing support of Town Meeting and the taxpayers of South Hadley. It is the desire and intent of the South Hadley Redevelopment Authority to vigorously seek financial resources from regional, state and federal resources and to aggressively pursue quality private investment.

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Table 2. Time table for Initiatives & Development (ID) Projects in South Hadley Falls.

The South Hadley Redevelopment Authority sees its role as a convener, initiator and catalyst, facilitator, advocate, partner, and in some cases the implementer of initiatives and development projects that will renew, revitalize and redevelop South Hadley Falls. The SHRA intends to work closely with South Hadley municipal departments and agencies, residents, businesses, the private sector, local and regional agencies, state and federal governments to advance and implement the South Hadley Falls Urban Renewal & Redevelopment Plan. As such, the lead agency for specific initiatives and development projects will likely vary and be determined as to projects specifics and timing.

The numbering applied to Initiative & Developments does not reflect any ranking or order or priority.

Number	Initiatives & Development Projects	Land Assembly	Short-Term 0 - 6 years	Mid-Term 7 - 14 yrs.	Long-Term 15 – 20 yrs.	Lead Agency	Comments
ID-1	Façade & Signage Program for local business	No	X				CDBG or bank loan consortium are potential sources
ID-2	Home Repair and Housing Rehabilitation for home owners and rental units	No	X	X	X		CDBG funds to assist low-and-moderate income homeowners and renters; Town with assistance by PVPC.
ID-3	Code Compliance	No	X	X	X		Collaborate with Town to encourage code compliance to maintain housing stock quality and public health
ID-4	First-Time Home Ownership Program	Probably Not	X	X	X		Continuing Initiative launched in the short-term. Fees and partnership with MHIC and banks
ID-5	In-fill Housing on vacant lots	No	X	X			Private Redevelopment with

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Number	Initiatives & Development Projects	Land Assembly	Short-Term 0 - 6 years	Mid-Term 7 - 14 yrs.	Long-Term 15 – 20 yrs.	Lead Agency	Comments
							local incentives, e.g. LIHTC. SHRA potential partner
ID-6	Northeast corner of Main and Bridge: <ul style="list-style-type: none"> <i>Re-Use Plan:</i> Signature building with mixed-Use with ground floor restaurant and office/housing above 	Yes					Redevelopment project with private partner, SHRA and others TBD. Initial Steps: Land Assembly/ Acquisition
ID-7	40 R Housing Development along Gaylord, Carew and Buttery Brook	Possibly	X	X			Private Redevelopment with potential partnership with SHRA &/or Town.
ID-8	Redevelopment of the old Fibermark property at 1 Canal Street (corner of Main & Canal) into new housing development	No	X				Developer designated by Town.
ID-9	Redevelopment of Bardwell Street Library Building <ul style="list-style-type: none"> <i>Option A: Housing</i> <i>Option B: Co-Working Space; Media Resource Center</i> 	No	X				Developer designation by the Town for housing development. Work to resolve disposition issues underway by the Town.
ID-10	Redevelop “Car Wash” Site into housing	Possibly			X		Encourage the re-purposing of this site to residential.
ID-11	Carew and Main: Mill Redevelopment: Housing/mixed-use/ Co-Working Space	Probably Not		X	X		Work with existing owner to encourage redevelopment and reinvestment

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Number	Initiatives & Development Projects	Land Assembly	Short-Term 0 - 6 years	Mid-Term 7 - 14 yrs.	Long-Term 15 – 20 yrs.	Lead Agency	Comments
ID-12	Redevelop Town Hall for Housing, along with artist-in-residence space and a performance/meeting space	No		X			Depends upon relocation of Town Hall
ID-13	Relocate SHELD yard to Lamb & Gaylord Street	Possibly; TBD	X				Acquisition may be by SHELD. SHRA to work closely with SHELD
ID-14	Business Development/ recruitment / retention of restaurants, retail, services to Main Street and recruitment/ retention of office and industrial users to Gaylord Street. Fresh food, restaurant and entertainment uses be part of the business development effort for Main Street.	No	X	X	X		
ID-15	Develop industrial/business co-work/ industrial incubator at Gaylord Street	No	X				This is a continuing initiative launched in short-term. Private sector leadership with support from SHRA
ID-16	Redevelopment of Mill 6 Potentially re-use this site for relocation of SHELD and/ or South Hadley Town Hall, or alternatively mixed-use development (commercial (non-retail)/ residential development).	Possibly		X	X		May be future SHELD or Town Hall site. This land needs to be gifted or acquired. Brownfields site assessment; remediation; demolition and subsequent redevelopment.
ID-17	Southwest corner of Bridge & Main (the SHELD site plus) <ul style="list-style-type: none"> Option A: Re-use SHELD building for restaurant and retail 	Possibly		X Option A			

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Number	Initiatives & Development Projects	Land Assembly	Short-Term 0 - 6 years	Mid-Term 7 - 14 yrs.	Long-Term 15 – 20 yrs.	Lead Agency	Comments
ID-18	Parking Area on Main Across from Egg & <i>Preferred Option:</i> Mixed-use Development; Ground Floor Commercial with Housing Above (inclusive of parking)	Possibly			X		
ID-19	Youth Employment Initiative with landscape/ environmental training	No	X	X			Commonwealth Corporation and Regional WIB as a potential partner/funder with Conway School of Design
ID-20	Enhance corners at Bridge and Main <ul style="list-style-type: none"> The NE Corner The SE Corner 			X	X		Private sector reinvestment should be encouraged.
ID-21	Foster and support entrepreneurship	No	X	X	X		Work with Mount Holyoke College re: entrepreneurship; MA Office of Innovation and regional economic development entities, and private parties.
ID-22	Business retention.	No	X	X	X		SHRA work with the Town Manager & Selectboard on business retention and other partners as needed.
ID-23	Develop a Hire Local policy, encouraging first consideration of South Hadley Falls and South Hadley residents for employment and	No	X	X	X		Work with the Town and Selectboard.

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Number	Initiatives & Development Projects	Land Assembly	Short-Term 0 - 6 years	Mid-Term 7 - 14 yrs.	Long-Term 15 – 20 yrs.	Lead Agency	Comments
	contracts, to encourage employees working in South Hadley Falls to live in South Hadley Falls.						
ID-24	Create educational and training opportunities in the Falls for residents and employees of SHF businesses to train and advance incumbent workers, new hires, and residents desiring opportunity.	No	X	X	X		Work with Town, Mount Holyoke College, Holyoke Community College, WIB, SH Chamber of Commerce, and area colleges, universities and businesses.
ID-25	Encourage the full utilization of upper stories along Main and Bridge Streets, including redevelopment of upper levels into housing.	No	X	X	X		
ID-26	Encourage Holyoke Community College to offer programs, classes and services in South Hadley Falls.	No	X	X	X		
ID-27	Support the preparation and submittal of National Register nominations for designation of historic sites and districts in South Hadley Falls.	No	X	X	X		Work with South Hadley Falls Neighborhood Association and the South Hadley Historical Commission.
ID-28	Support the establishment of a Local Historic District in the Falls.	No	X	X	X		
ID-29	Work towards the creation of new liquor licenses for use by new restaurants in South Hadley Falls.	No	X				Work with Selectboard and State Legislative delegation.

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Table 3. Proposed Public Improvements in South Hadley Falls by Phase

As part of the South Hadley Falls Urban Renewal & Redevelopment Plan, the South Hadley Redevelopment Authority anticipates working closely the Town of South Hadley, particularly the Selectboard, Fire District 1, as well as state and federal agencies on the funding, design, permitting, construction, and operations and maintenance of the proposed public improvement projects set forth here in Table 3, Proposed Public Improvements in South Hadley Falls by Phase.

Project Number	Improvement	Short-Term 0 to 6 years	Mid-Term 7 to 14 years	Long-Term 15 to 20 years	Lead Agency	Comments
PI-1	Bridge and Main Street –Create a Gateway approach to South Hadley Falls with intersection improvements and enhanced safety for pedestrian and bicyclists.	X				Separate Estimate for Design; Separate Estimate for Construction
PI-2	Main Street and Lamb – Upgrade the intersection by install traffic calming measures and pedestrian crosswalks for slowing traffic and increased safety of persons, particularly children accessing the Beachgrounds, whether by foot or bicycle.	X				Separate Estimate for Design; Separate Estimate for Construction
PI-3	Streetscape Improvements using a Complete Streets approach, including traffic calming, sidewalks, crosswalks and lighting along Main Street from Canal and Main to Lamb Street and Main Street	X				
PI-4	Streetscape Improvements – Bridge Street from Main to Lamb		X			This would probably be fairly limited; perhaps benches; and improvements to traffic island at Bridge/Lamb
PI-5	Buttery Brook Daylighting Study and Plan					

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Project Number	Improvement	Short-Term 0 to 6 years	Mid-Term 7 to 14 years	Long-Term 15 to 20 years	Lead Agency	Comments
PI-6	Buttery Brook Path – daylighting and connection from Main Street to the River – initial phase. Does not include acquisition costs.	X				This probably needs to be 3 or 4 phases: (1) Brook west of Main to the River; (2) BB Main to the back of Haas property (mid-way to School St; (3) Haas property to School; (4) School St. to Gaylord. Phase 1 might have a look-out point (?)
PI-7	Buttery Brook Multi-Use Path Main Street to Gaylord – phased approach	X	X	X		This is the pathway that goes along with the daylighting. Similarly there would be 4 phases
PI-8	Small outdoor amphitheater at Buttery Brook -- grading, seating, landscape	X				
PI-9	Provide for safer streets, including traffic calming on School Street between Lamb and Bardwell		X	X		See comment on # 5
PI-10	Storm water Management and Drainage Improvements	X	X	X		
PI-11	Multi-use path along Connecticut River that can be enjoyed by walkers and bicyclists.	X				PVPC has a draft plan, which needs to be expanded for a scenic multi-use & bike path along the Connecticut River creating an amenity and draw. This will require a fair amount of survey and structural support.
PI-12	Fiber-optic upgrades in the Falls	X	X			Fiber optics should installed in conjunction with SHELD and other public improvements to minimize disruption and costs.

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Project Number	Improvement	Short-Term 0 to 6 years	Mid-Term 7 to 14 years	Long-Term 15 to 20 years	Lead Agency	Comments
PI-13	Main Street parking lot upgrade	X				
PI-14	Sidewalks and Crosswalks Upgrade – both sides of all streets in the Falls and ADA compliance upgrades	X	X	X		app 1.5 miles of roadways
PI-15	Intersection Improvements at Bridge Street and Lamb Street			X		
PI-16	Traffic Calming on School Street between Lamb and Bardwell		X			Bumpouts, raised crosswalks, drainage,
PI-17	Continue and sustain transit service in the Falls	X	X	X		Annual budget cost estimate
PI-18	Route 116 Bridge enhancements between the Falls and Holyoke, including a bike path across the bridge and the use of art/ architectural lighting.	X				\$25k for striping and signage to accommodate bikes. \$1,000,000± to add lights and lighting design.
PI-19	Wayfinding		X			Design, fabrication, installation
PI-20	Interpretative signage for historic walks*	X	X			Design, fabrication, installation
PI-21	Interpretative signage for riverfront amenities*		X			Design, fabrication, installation
PI-22	Public Art -- Main Street and Buttery Brook Path		X			
PI-23	Public Art and lighting on Route 116 Bridge			X		See project 16 for lighting budget.
PI-24	Community Garden area along Buttery Brook adjacent to planned 40R housing area	X	X			

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Project Number	Improvement	Short-Term 0 to 6 years	Mid-Term 7 to 14 years	Long-Term 15 to 20 years	Lead Agency	Comments
PI-25	Restoration and Interpretation of the South Hadley Falls first navigable canal. Steps include commissioning an archeological study of the riverfront area; undertaking a historic resources report/ feasibility study; and the actual restoration and interpretation of South Hadley's first navigable canal in the US.			X		This is a guestimate. A feasibility study and plan should be undertaken first.
PI-26	Development of a pier north of canal for ferry/boat launching area.			X		Site prep and site to the pier would be additional
PI-27	Smith Park Landscape Upgrade & Enhancements	X				General estimate per Conway plan.
PI-28	Additional Amenities in Riverside Park and throughout the Falls to foster walking for all ages and abilities	X				Benches interpretative signage; exercise/ heart-healthy walk.
PI-29	Wi Fi Hot Spot(s) throughout the Falls	X				
PI-30	Remove rubble piles from riverfront and re-seed and re-grade as needed			X		This should be reviewed as to state and federal permitting first, particularly in terms of resiliency.
PI-31	Development of look out points along the Connecticut River and Buttery Brook	X	X	X		This could be phased and lookout points can be added incrementally. This could be done in conjunction with Buttery Brook improvements, starting south of Main Street; as well as look out points at the Beachgrounds and Riverside Park.

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Project Number	Improvement	Short-Term 0 to 6 years	Mid-Term 7 to 14 years	Long-Term 15 to 20 years	Lead Agency	Comments
PI-32	Designate and sign healthy walking routes in South Hadley Falls.	X				
PI-33	Undertake a study of traffic flow, including a review of one-way and two-way street options for Bolton and other nearby streets.					
PI-34	Upgrade parking area and circulation area by the riverfront at Beachgrounds Park.		X			

ⁱ Pine, B. Joseph II and Gilmore, James, *"Welcome to the Experience Economy,"* Harvard Business Review, July 1, 1998

